

## **AMENDMENTS to the CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1. (currently amended) A computer-implemented method for delay paced online proxy bidding comprising:

providing a bid parameter set disposed in computer readable memory of an application server having a plurality of proxy bid parameters, said proxy bid parameters indicating proxy conditions for at least one offering or auction to which proxy automatic bidding is to be made in an automated offering or auctioning system on behalf of an auction bidder, at least one of which parameters includes a counter bid delay value, said proxy bid parameters being specified by said bidder;

automatically checking by an application server computer at least one current bid level in a bid data store in computer readable memory of an online offering or online auction system, said data store having a plurality of electronic bids from online auction participants, said electronic bids being separated in time to form a pace of bidding;

determining by an application server computer that any of said proxy conditions have been met including that said current bid level reflects a current bid placed by an online auction participant other than the bidder for which automated online proxy bidding is being performed; and

placing by an application server computer an electronic [[a]] counter bid into at least one online auction responsive to said proxy conditions being met and a time following or upon the elapse of said counter bid delay from a time of placement of said current bid;

wherein said ~~steps of~~ automatic checking, determining and placing [[a]] electronic counter bid produce delay paced online proxy bidding [[by]] according to said counter bid delay value, wherein thereby avoiding escalation of said pace of bidding within said auction system is avoided.

2. (currently amended) The method as set forth in Claim 1 wherein said ~~step of~~ determining that any proxy conditions have been met comprises determining by an application server that said current bid level is below an indicated bid maximum parameter in said proxy bid parameters.

3. (currently amended) The method as set forth in Claim 2 wherein said ~~step of~~ determining that said current bid level is below an indicated bid maximum parameter further comprises determining by an application server that a specified time during an auction open period has not been reached yet such that a specified maximum bid may be placed before such specified time.

4. (currently amended) The method as set forth in Claim 2 wherein said ~~step of~~ determining that said current bid level is below an indicated bid maximum parameter further comprises determining by an application server that a specified time prior to an auction close time has been reached such that a specified maximum bid may be placed after such specified time.

Claims 5 - 15 (canceled).

16. (new) A computer readable memory comprising:

one or more computer readable memories suitable for encoding one or more software programs;  
and

one or more software programs encoded by said one or more computer readable memories,  
configured to cause a processor of an application server computer to:

provide a bid parameter set disposed in computer readable memory having a plurality of proxy bid parameters, said proxy bid parameters indicating proxy conditions for at least one offering or auction to which proxy automatic bidding is to be made in an automated offering or auctioning system on behalf of an auction bidder, at least one of which parameters includes a counter bid delay value, said proxy bid parameters being specified by said bidder;

automatically check at least one current bid level in a bid data store in computer readable memory of an online offering or online auction system, said data store having a plurality of electronic bids from online auction participants, said electronic bids being separated in time to form a pace of bidding;

determine that any of said proxy conditions have been met including that said current bid level reflects a current bid placed by an online auction participant other than the bidder for which automated online proxy bidding is being performed; and

placing an electronic counter bid into at least one online auction responsive to said proxy conditions being met and a time following or upon the elapse of said counter bid delay from a time of placement of said current bid;

wherein said automatic checking, determining and placing electronic counter bid produce delay paced online proxy bidding according to said counter bid delay value, wherein escalation of said pace of bidding within said auction system is avoided.

17. (new) The computer readable memory as set forth in Claim 16 wherein said determining that any proxy conditions have been met comprises determining that said current bid level is below an indicated bid maximum parameter in said proxy bid parameters.

18. (new) The computer readable memory as set forth in Claim 17 wherein said determining that said current bid level is below an indicated bid maximum parameter further comprises determining that a specified time during an auction open period has not been reached yet such that a specified maximum bid may be placed before such specified time.

19. (new) The computer readable memory as set forth in Claim 17 wherein said determining that said current bid level is below an indicated bid maximum parameter further comprises determining that a specified time prior to an auction close time has been reached such that a specified maximum bid may be placed after such specified time.

20. (new) A system comprising:

- a bid parameter set disposed in computer readable memory having a plurality of proxy bid parameters, said proxy bid parameters indicating proxy conditions for at least one offering or auction to which proxy automatic bidding is to be made in an automated offering or auctioning system on behalf of an auction bidder, at least one of which parameters includes a counter bid delay value, said proxy bid parameters being specified by said bidder;
  - a bid level checker portion of an application server computer automatically checking at least one current bid level in a bid data store in computer readable memory of an online offering or online auction system, said data store having a plurality of electronic bids from online auction participants, said electronic bids being separated in time to form a pace of bidding;
  - a condition evaluator portion of an application server computer determining that any of said proxy conditions have been met including that said current bid level reflects a current bid placed by an online auction participant other than the bidder for which automated online proxy bidding is being performed; and
  - a counter bidder portion of an application server computer placing an electronic counter bid into at least one online auction responsive to said proxy conditions being met and a time following or upon the elapse of said counter bid delay from a time of placement of said current bid;
- wherein said automatic checking, determining and placing electronic counter bid produce delay paced online proxy bidding according to said counter bid delay value, wherein escalation

of said pace of bidding within said auction system is avoided.

21. (new) The system as set forth in Claim 20 wherein said determining by said condition evaluator portion of an application server that any proxy conditions have been met comprises determining that said current bid level is below an indicated bid maximum parameter in said proxy bid parameters.

22. (new) The system as set forth in Claim 21 wherein said determining by said condition evaluator portion of an application server that said current bid level is below an indicated bid maximum parameter further comprises determining that a specified time during an auction open period has not been reached yet such that a specified maximum bid may be placed before such specified time.

23. (new) The system as set forth in Claim 21 wherein said determining by said condition evaluator portion of an application server that said current bid level is below an indicated bid maximum parameter further comprises determining that a specified time prior to an auction close time has been reached such that a specified maximum bid may be placed after such specified time.

**AMENDMENTS to the DRAWINGS**

No amendments or changes to the Drawings are proposed.